

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Jonathan Ellenberg et al.  
Serial No.: 09/624,439  
Filed: July 24, 2000  
Group No.: 3693  
Examiner: Daniel S. Felten  
Notice of Allowance Mailed: June 25, 2010  
Confirmation No.: 5413  
Title: *System and Method for Conducting a Customer Affinity Program Auction*

**Mail Stop Issue Fee**

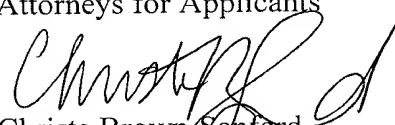
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**RESPONSE TO REASONS FOR ALLOWANCE**

Applicants appreciate the Examiner's allowance of Claims 1-57. Pursuant to 37 C.F.R. § 1.104, Applicants respectfully issue a statement commenting on the Examiner's reasons for allowance. Applicants respectfully disagree with the Examiner's reasons for allowance to the extent that they are inconsistent with applicable case law, statutes, and regulations. Furthermore, Applicants do not admit to any characterization or limitation of the claims or to any characterization of a reference by the Examiner, particularly any that are inconsistent with the language of the claims considered in their entirety and including all of their constituent limitations.

Respectfully submitted,  
BAKER BOTTS L.L.P.  
Attorneys for Applicants

  
Christa Brown Sanford  
Registration No. 58,503

Date: 9/23/2010  
**CUSTOMER NO. 05073**